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FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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The 1903 Dress Gingham at 9 1-2c

Twenty thousand yards—a very pretty collection—in a variety of styles and colorings to select from. Some are in cord effects, others without; also stripes, checks and plaids in the new 1903 styles. Very excellent value at 9 1/2c. a yard.

Frederick Loeser & Co.

BROOKLYN.

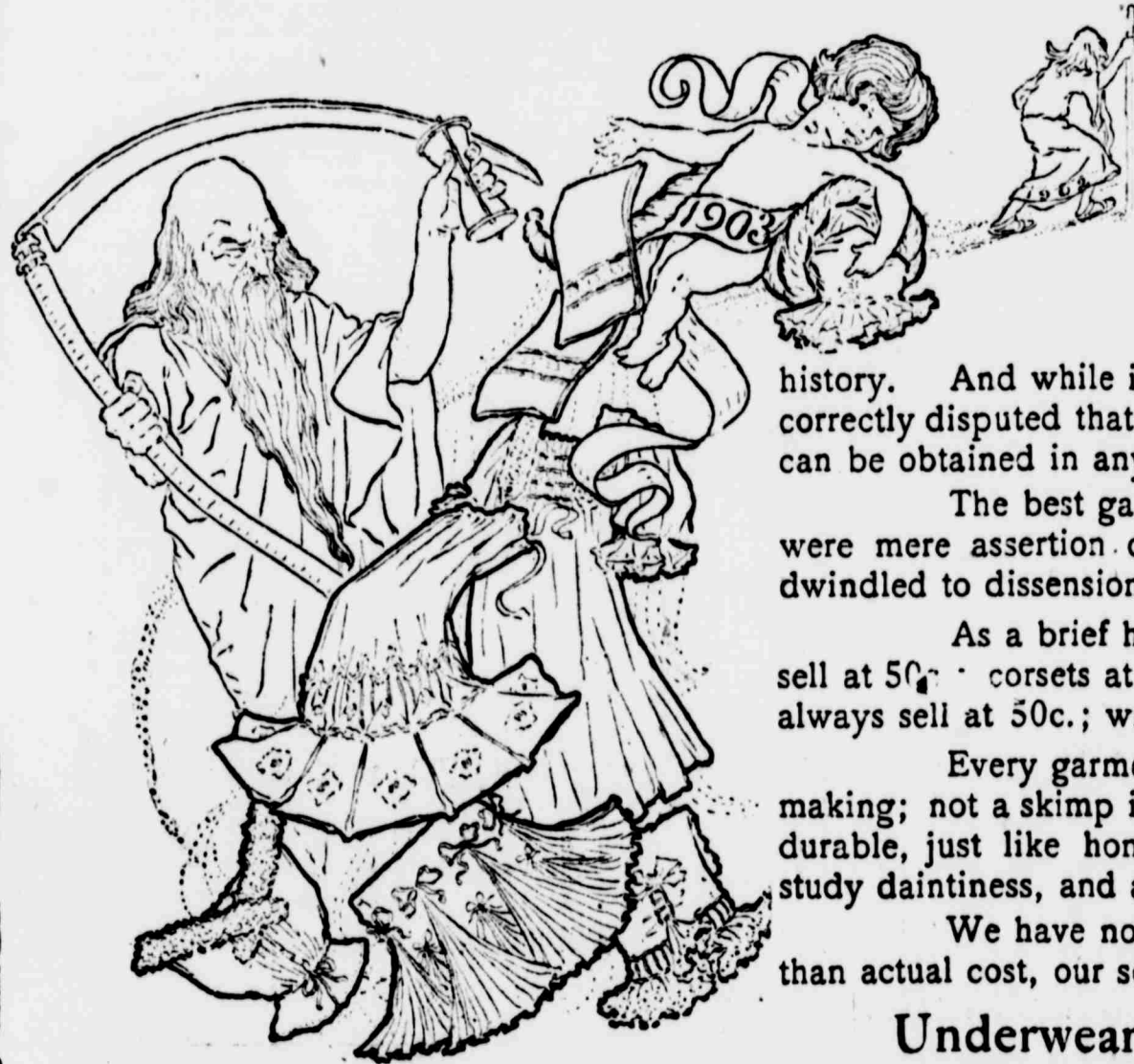
8c. for 10c. Outing Flannel.

7,000 yards; they are what the manufacturer's term loom ends. The offering comprises some of the best styles and colorings of the season. Have a warm wool finish, mostly light grounds. They come in lengths of from 10 to 20 yards. Regularly 10c. a yard, at 8c.

NOW COMES THE LOESER AVALANCHE OF WHITE.

Annual Midwinter Sale of Muslin Undergarments.

PRICE, QUALITY AND QUANTITY INNOVATIONS NEVER EQUALLED.



This sale has become such an unusually important and looked forward to periodic event that it needs no argument from us at this time to prove the wisdom of or the reason for its existence. The idea of the sale is just as old as its introduction by us years ago, but the sale itself, its immediate results, benefits, merchandising innovations and management just as new as if the idea had its conception to-day. There were never so many reasons to commend it—never so many characteristics to individualize it—never so many advantages to extend the most practical economies.

Though our sales of muslin underwear during the last half of this year have been in large excess of previous years, yet it is a fact (difficult to explain) that a dulness has existed with the manufacturers. This has given us price and quality concessions, that have never been equalled any previous year in our history. And while it is a fact that this condition is open for others to advantage by, as well as ourselves, it is a fact that can't be correctly disputed that Loeser has gained concessions, particularly this year, in the purchasing that are of larger advantage to you than can be obtained in any other retail house in Greater New York.

The best garments in the world come to this store and, as in the past, at prices that cannot be obtained elsewhere. If this were mere assertion or boast, our annual event, which has kept growing from year to year into immense proportions, would have dwindled to dissension instead of a universal satisfaction.

As a brief hint, there are corset covers and aprons at 5c. each, better than ever offered; night gowns for 23c. that always sell at 50c.; corsets at 50c. that always sell at \$1.25; drawers for 10c. that always sell at 20c.; colored petticoats for 29c. that always sell at 50c.; wrappers at 39c. that always sell for 75c., etc., etc. You can't afford to miss this opportunity.

Every garment, from the highest priced to the very simplest, has been superintended and traced with the utmost care in its making; not a skimp in the shaping; not a shortcoming in fabric or finish; the best and neatest trimmings; substantial, dainty, tasteful, durable, just like homemade, only better, because our experts are in touch with the newest betterments in advance of the season, study daintiness, and are able to give you a very great variety.

We have not considered profit in making these prices; we have sacrificed that; in fact, in many cases offer garments at less than actual cost, our sole thought being to make this the greatest and most beneficial sale of

Underwear, Shirt Waists, Wrappers, Corsets, Infants' Wear, Etc., Ever Known.

The selling space has been immensely enlarged and the greatest number of salespeople ever employed added, which will make your purchasing easier, quicker and more comfortable.

The preparations have never been so great nor the price savings so large. Your appreciation of our past efforts has been a gratification as well as an incentive to introduce innovations this year that will surpass anything of the kind ever attempted.

Corset Covers.

AT 5c.—Cambric and muslin corset covers, two shapes, square and V, full seams.
AT 10c.—Cambric corset covers, high round neck, embroidered edge.
AT 19c.—Cambric corset covers, in 5 styles, square and high neck, also French shape, some embroidered, others lace trimmed.
AT 25c. AND 29c.—Cambric corset covers, low and high neck, some V-shape, others round, all made French bodies, lace and embroidery trimmed.
AT 39c. AND 49c.—Nainsook and cambric corset covers, a variety of styles, low and high neck effect; French bodies, lace and embroidery trimmed.
AT 79c. AND 98c.—A still finer line of nainsook and cambric corset covers, some made to the waist line, others French effect, elaborately trimmed with lace and embroidery and ribbons.

Aprons.

AT 5c.—2000 white lawn aprons, made with hem and tucks and strings.
AT 15c. AND 19c.—Maid aprons, some made with deep hem, others with cluster of tucks, and still another style, with the pattern braided on the lawn.
AT 29c. AND 39c.—A large variety of maid aprons, some with bib and straps, others with deep hem and cluster of tucks, 9-inch hem.

Drawers.

AT 10c.—A pair, women's good muslin drawers, made with hem and tucks, yoke band.
AT 19c.—A pair, women's good muslin drawers, some made with 3-inch ruffle hemstitched, others with embroidery ruffle, still others with hem and cluster of tucks.
AT 25c. AND 29c.—Women's good muslin drawers, some with deep embroidery ruffle, others hemstitch effect.
AT 39c. AND 49c.—Women's good muslin and cambric drawers, in a variety of styles, some trimmed with deep ruffle of embroidery, others with lace edging.
AT 59c. AND 79c.—Fine cambric and muslin drawers, some made with umbrella ruffle, with embroidered edge, others prettily trimmed with lace.
AT 98c.—Fine nainsook and cambric drawers, a variety of styles, 9 in. all, elaborately trimmed with Valenciennes lace, some torchon, others with deep embroidered flounce.

Women's Short Under-skirts.

AT 25c., 29c. AND 39c.—Women's short under-skirts, some made with hemstitched hem and cluster of tucks, some with cambric ruffle and others with embroidered edge.

Night Gowns.

AT 23c.—Good muslin night gowns, in 4 styles, some with inserting yoke, others with plain tucked yoke, high neck, V shape, with pretty insertings.
AT 39c.—Good muslin night gowns, V shape, high and square neck, trimmed with embroidery, and some with lace insertings.
AT 49c.—Night gowns in good quality muslin, in Empire, square and high neck, trimmed prettily with embroidery.
AT 59c.—An exceptional good lot of fine muslin night gowns, square and high neck effect, trimmed with embroidery, and some with lace in erings and hemstitching.
AT 79c.—An excellent lot of nainsook and cambric gowns, in several styles, prettily and daintily trimmed with lace and embroidery.
AT 98c.—A large variety of styles of nainsook and cambric, also fine muslin gowns. These are prettily trimmed with lace and embroidery, also some with ribbons, low and high neck effect.
AT \$1.19, \$1.49, \$1.59 AND \$1.98—A magnificent line of still finer night gowns, made mostly of nainsook and cambric, some of fine muslin, square, round and Empire effect, also low neck and short sleeve chemise effects. These are prettily trimmed with embroideries, others of lace edgings and ribbons.

White Petticoats.

AT 39c.—White petticoats, with cambric ruffle.
AT 49c.—White muslin petticoats made with a deep flounce.
AT 98c.—White muslin petticoats, in a variety of styles, some with 5-inch embroidery ruffle, others with lace insertings and edges, and still others with dainty hemstitch effect.
AT \$1.19, \$1.49, \$1.59, \$1.98 AND \$2.98—A still finer line of white muslin petticoats, some made with lawn tops, others with cambric tops, all elaborately trimmed with embroidery or lace, in a variety of hemstitched effects combined.

Chemises.

AT 25c.—Muslin chemises, made with corded band and pearl buttons.
AT 39c. AND 49c.—Good muslin chemises, in a number of styles, some open front, others square neck, prettily trimmed with embroidery.
AT 79c. AND 98c.—Nainsook and cambric chemises, round square neck, some trimmed with embroidery and others lace.
AT \$1.39, \$1.59 AND \$1.98—Fine nainsook chemises, long and short skirt effect. The skirt is trimmed with lace or embroidery, also some ribbon trimmed.

Colored Petticoats.

AT 29c. REGULAR 50c. QUALITY—1,000 nainsook and cambric petticoats; umbrella ruffle.
AT 98c. REGULAR \$1.79—Extra quality nainsook and cambric petticoats, with deep graduated accordion plaited flounce, and under piece.
AT 98c. REGULAR 98c.—Black nainsook and cambric petticoats, deep umbrella flounce, finished with three ruffles.

Maker's Samples.

At unprecedented prices, the very best lot we have ever shown, about 3,000 garments, made of fine nainsook and cambric, daintily trimmed with Valenciennes, Point de Paris, Cluny and Torchon lace, others with dainty fine embroidery effects.
These all include high and low neck gowns, petticoats and under petticoats, corset covers, short and long chemises and drawers. These garments are slightly soiled from handling, but at extraordinary low prices, more than paying for the supposed harm; also in the French section, an assorted lot of fine hand made garments, consisting of night gowns, drawers, chemises and corset covers. These are all taken from our stock, and slightly soiled. Elaborate and dainty garments among them at domestic prices and less.

Women's Flannelette Underwear.

AT 19c. AND 25c.—Women's short outing flannelette under petticoats, extra quality, made in assorted stripes, deep hem and yoke band.
AT 39c., 49c., 59c., 79c. AND 98c.—A finer quality of flannelette petticoats, made in a variety of styles, mostly trimmed with lace, some with Vandyke ruffles.
AT 59c. REGULAR 98c.—Women's flannelette gowns, in assorted stripes, made with rolling collar and cuff of solid color and fancy stitched band.
AT 98c.—An exceptionally fine lot of flannelette gowns in 9 different models; lace and embroidery trimmed, high neck, Empire, some pretty dainty cloth gowns in this lot.
AT \$1.25—Women's flannelette gowns, in pretty light striped effects, made Empire effect, with lace edging and ribbon run through.

Children's Gowns.

AT 39c.—A fine lot of children's muslin gowns, tucked yoke and cambric ruffle.
AT 49c.—A fine lot of children's muslin gowns, made with tucked yoke and embroidery edge; also in this lot flannelette night gowns in pink and blue stripes.

For the Baby.

We've made extraordinary provisions in every way in keeping with the magnitude of our underwear sale, and at prices just as advantageous.
AT 8c. A PAIR—Children's muslin drawers, made with hem and tucks, in 5 styles.
AT 19c. A PAIR—A fine grade of muslin drawers, also cambric, with hemstitched ruffles, in 6 sizes, some with cluster of tucks.
AT 39c.—Very fine muslin drawers, with dainty embroidery ruffle, two clusters of tucks and hemstitching.
INFANTS' LONG SLIPS
AT 10c.—Infants' long slips, in soft cambric, ruffle on neck and sleeves.
AT 29c., 39c. AND 49c.—Infants' long slips, in fine soft cambric and nainsook, some made with hemstitching effects, others with yoke of tucks and insertings.
AT 49c.—Infants' long slips, made of nainsook, prettily trimmed with embroidery, round yoke effect, with hemstitching.
AT 79c. AND 98c.—A fine lot of infants' long slips, made of nainsook, some with yoke back and front, embroidery and tucks, others with hemstitched effects round yoke and embroidery ruffle.

Infants' Short Dresses.

AT 25c.—Infants' short dresses, made of soft flannelette, small round yoke of solid embroidery.
AT 49c. AND 59c.—Infants' short dresses, made of fine nainsook. These are prettily trimmed with embroidery, yoke effects and hemstitching.
AT 79c. AND 98c.—Infants' short dresses, in fine nainsook, some made with square yoke, others with tucks and hemstitching, and still others with long-waisted French effects, prettily trimmed with hemstitching and tucks.
AT 98c. REGULAR \$1.69.—In this lot are some pretty styles for boys, made of fine lawn, some with colored edges, in light blue, pink and red.
VERY SPECIAL—500 short and long, infants' dresses, also short skirts and guimpes, manufacturer's lot of samples, ranging from 49c. to \$10.98, being 1/2 less than the regular prices.

Infants' Caps.

AT 19c.—Infants' lawn caps (fine) made with turn back piece of fancy lawn, lace edge.
AT 25c.—Infants' fine allover lace lawn caps, made French shape, lace ruche.
AT 39c. AND 49c.—Infants' fine lawn caps, some made Dutch effect, others round French shape, with embroidery inserting and lace edge.
AT 59c., 79c. AND 98c.—An exceptionally good lot of infants' lawn caps, some in Dutch effect with lace insertings, and Swiss, embroidery and ribbon ruffles, others with a full poke effect of fine embroidery.

Corsets at Extraordinary Prices.

50c. For Real \$1.00 and \$1.25 Corsets.

A splendid lot of 1,600 pairs of the well known Princess of Wales corsets, white and grey, straight front, two different models made of coutil material, trimmed on top with lace, well bound, sizes 18 to 30. In this lot are some Sonnette corsets, sold up to \$1.50 a pair, all at 50c. a pair.

98c. INSTEAD OF \$2.50—800 pairs of the celebrated C. B. A-la-Spirite corsets, white and grey, straight front, up to date in every respect, one of the best models this BIG HOUSE has ever made. They are very long on the hip, and trimmed on top and bottom with lace, suitable for all figures. All sizes.

We also call your attention to a lot of high class French corsets, at greatly reduced prices.

The Future in Women's Waists.

New Spring Creations Indescribable.

We will open in conjunction with this white sale many pretty and new concepts for the spring, and are safe in saying that the waists of 1903 will surpass any previous season's efforts.

We have them in white lawn, pique cheviot and canvas, and all the new basket weaves and Madras effects. Most of these are made of imported materials.

AT 50c. REGULAR VALUE 75c. TO \$1.50—1,000 new sample waists, in colors, percales, madras and gingham, mostly 34 and 36 inch, made in a variety of colored stripes, white grounds in blue and pink effect.
AT 59c. REGULAR \$1.59, \$1.79—1,500 assorted waists of geisha, unique and crown make; in white basket weaves, fancy stripes and pique and lawn, with wide insertings.
AT 98c. REGULAR \$1.98.—In this lot we have pretty Scotch plaids, black and white Shepherd plaid and wool plaids, heretofore sold at \$1.98; for this sale 98c. Fine lot of embroidery material at \$1.49, \$1.79, \$1.98 to \$10.98.

AT \$1.98, REGULAR \$2.98, \$3.98—1,000 assorted French flannel waists, in all colors and black; assorted colors, some made with tailor stitch tucks and large steel and fancy buttons.
AT 98c.—Women's wool flannel waists, made in several models, some with tucks, others full front effects, stock collars.
AT \$2.98 INSTEAD OF \$4.50 TO \$6.00—1,000 fine silk waists in Peau de Cygne, Peau de Soie and taffetas, in black, white Nile green, light blue, pink cardinal, tan and royal blue; some made with 1/4 inch tucks forming yoke, others with tailor stitched tucks; fancy stock collar. Do not miss this lot, as this is the best offer of the season.

Sale of Tumbled Handkerchiefs.

Prices are Half and Under Half.

An aftermath from the holidays—a lot of the handkerchiefs that have been tossed and tumbled and more or less soiled before Christmas—no real injury but we can't offer them as firsts. All sorts and kinds—lace trimmed, embroidered, hemstitched, scalloped, initials—in fact all kinds that have been selling from 10c. to \$2.00. Each to close out at 5c. to 98c.—a rare handkerchief opportunity.

Thousands of Wrappers and Dressing Sacques.

Prices and Qualities Never Equalled.

The best lot of wrappers we have ever offered made special for our underwear sale and on the same price basis. 10,000 flannelette and percale wrappers, and even the smallest price ones have large and small skirts.

AT 39c. REGULAR 79c. quality, fancy printed percale wrappers, in light and dark effects, made with deep ruffle on bottom, ruffle over the shoulder, pointed belt.
AT 59c.—Percale and flannelette wrappers, in dark grounds, trimmed with fancy braid, 10 inch ruffle on skirt.
AT 79c. AND 98c. REGULAR \$1.25 AND \$1.59—Women's fine flannelette wrappers, in medium and dark colors, some made with yoke back and front, braid trimmed, others made with French flounce on skirt, fitted back.
In these are some pretty black and white polka dot flannelettes.
AT \$1.49 INSTEAD OF \$1.75 and \$2.25.—Fine flannelette wrappers, in stripes and

figures, made with pointed yoke and shoulder effect, trimmed with wide satin ribbon, deep ruffle on bottom. Still finer line at \$1.59 and \$1.98.

House Dresses.

AT 98c. REGULAR \$1.79—Women's dresses in stripe and figures, pink, blue, black and white effects, the waists prettily trimmed with fancy braid, and the skirts attached.
AT 29c. REGULAR 49c.—1,000 Kimono sacques, fancy lawn with white borders.
AT 39c. REGULAR 75c.—Flannelette Kimono sacques, in light blue and pink stripes, solid borders.

FARO AT MARYSVILLE.

The One Town in the United States Where the Players Beat the Game.

HUMANA, Mon., Dec. 26.—"I have dealt faro," said an old gambler in conversation with a *SUN* reporter, "at Boston, New York and Saratoga in the East; at Chicago during the palmy days; at New Orleans and Dallas in the South, and at San Francisco, Seattle, Bitter and Helena in the West, but of all the towns in the country for faro, deliver me from Marysville.

"I have seen an occasional faro bank go broke owing to a phenomenal run of luck on the part of some plunger, but never in my career have I seen a town where faro stands so little show as there. Why, it's an actual fact that a dozen men have started faro games in Marysville, but not a single one of them thrived. The limit was cut down repeatedly until when the last man quit the town it was \$5 on doubles and \$2.50 on cases, and yet he lost heavily.

"How do I account for it? Well, ask Deady, Woods, Beveridge, or any of the score of others who in the last four or five years have gone against the game. But I'll tell you. It's just this way: "The miners of that town are just like Chinamen. Let one man get a lucky streak and win two or three successive bets and every man who can get within reach of the layout will have a bet placed like his remaining wagers. Why, I've turned the cards with as many as twenty bets on one

card to win, and a like number on another one to lose. "Faro, as you may have observed, goes in streaks. That is, a man will generally have a winning streak, or a losing streak, extending to days, and even weeks, at a time. The miners would not, of course, follow a losing player, but the moment a man got a winning gait, the news spread like wildfire, with the result that bets would be flooding the particular cards upon which he had placed his chips.

"Live? Well, actual experience has taught me that no faro game can survive in that town. It is the most remarkable thing that I have ever encountered in my long career at dealing from the box. It has been my experience in most places that men who play faro, with the exception of Chinamen, seem imbued with the belief that their judgment is as good as that of their neighbor, but in Marysville it is different, with the result as I have stated. "And faro flouts! Well, I really be-

lieve every man in the Drumhummum mine goes against it when they can find any one to deal for them. The games are never opened in the day time, only at night, when the miners are off shift. "Then a steady stream pours into the gaming house, all waiting for some one to get a winning streak. Then, as if by magic, a hundred hands dive for the pocket in which the money is carried and all struggle to place their bets. "Many a faro game has been closed up

within an hour after it was opened either because the bank roll was depleted or because of a fear that it would be if two or three more deals were made. Again, I say, I never saw the like of it and never expect to. Marysville is near the famous Drumhummum gold mine, discovered by Col. Thomas Cruse, the Helena banker, who, after extracting \$5,000,000 from it sold the property to the Rothschilds of London for \$5,000,000 cash. The Rothschilds are still operating the property on an extensive scale, employing several hundred miners.